

REP HEADLINE# 6278094
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 17.10
 CHANGES ** WFLA-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #
 AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20003

ORDER # CONTRACT # 6278094 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1563 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG21/12 17.10

REP: REVISION
 SUBJECT CHANGE LN'S 15,31,42
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
 PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15		NZ	730P-800P	30		\$1,500.00	10/8	10/8	1		MON	1
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1563												
PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT												
31		NZ	700P-730P	30		\$1,300.00	10/2	10/2	1		TUE	1
PROGRAM : 7P NEWS CON COM1: 7P NEWS												

NOV 01 2012

8/22/12 FIC (28)

REP HEADLINE# 6278094
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 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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42	NZ		730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
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PROGRAM : ENT TONIGHT
 CON COM1: ENT TONIGHT

OCT/12 45825.00

CONTRACT TOTAL 45825.00
 TOTAL SPOTS 42

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6278094
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG14/12 14.1
*** WFLA-TV ***

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20003

ORDER # CONTRACT # 6278094 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1563 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 14.14

REP: NEW ORDER
TTL \$45,825 @42X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019

PRIORITIES USA ACTION

LINE#:REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE#: : : : : : : DATE : DATE : /WK : INVT : : SPTS:

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1563
AGENCY PRODUCT CODE = 340

1	1235A-135A	30				\$300.00	10/5	10/5	1	FRI	1
PROGRAM : J FALLON-NBC<											
CON COM1: J FALLON-NBC<											
2	200P-300P	30				\$400.00	10/5	10/5	1	FRI	1
PROGRAM : RACHAEL RAY											
CON COM1: RACHAEL RAY											


JAN 14.1

REP HEADLINE# 6278094
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/5	10/5	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/5	10/5	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/5	10/5	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/5	10/5	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/5	10/5	1		FRI	1
8			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/8	10/8	1		MON	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/8	10/8	1		MON	1
10			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,500.00	10/8	10/8	1		MON	1
11			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/8	10/8	1		MON	1

REP HEADLINE# 6278094
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/8	10/8	1		MON	1
13			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/8	10/8	1		MON	1
14			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/8	10/8	1		MON	1
15			730P-800P PROGRAM : EXTRA< <i>BT</i> CON COM1: EXTRA<	30		\$1,500.00	10/8	10/8	1		MON	1
16			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/6	10/6	1		SAT	1
17			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/7	10/7	1		SUN	1
18			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/4	10/4	1		THU	1
19			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/4	10/4	1		THU	1
20			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/4	10/4	1		THU	1

REP HEADLINE# 6278094
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/4	10/4	1		THU	1
22			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,250.00	10/4	10/4	1		THU	1
23			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/4	10/4	1		THU	1
24			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$4,500.00	10/4	10/4	1		THU	1
25			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/4	10/4	1		THU	1
26			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/2	10/2	1		TUE	1
27			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/2	1		TUE	1
28			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/2	10/2	1		TUE	1
29			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/2	10/2	1		TUE	1

REP HEADLINE# 6278094
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AUG14/12 14.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
30			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,250.00	10/2	10/2	1		TUE	1
31			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,300.00	10/2	10/2	1		TUE	1
32			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/2	10/2	1		TUE	1
33			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/2	1		TUE	1
34			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/3	10/3	1		WED	1
35			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/3	10/3	1		WED	1
36			1235A-135A PROGRAM : J FALLON-NBC CON COM1: J FALLON-NBC	30		\$300.00	10/3	10/3	1		WED	1
37			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/3	10/3	1		WED	1
38			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/3	10/3	1		WED	1

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AUG14/12 14.1
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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39			600P-630P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												

40			600A-700A	30		\$1,000.00	10/3	10/3	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												

41			700A-900A	30		\$1,200.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

42			730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
PROGRAM : EXTRA<												
CON COM1: EXTRA<												

ET

OCT/12	45825.00											CONTRACT TOTAL	45825.00
											TOTAL SPOTS	42	

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 6% CABL 0%
 SVC- NSI
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	45825	Campaign Ref:	E:120821101
Buyer:	..	Client/Product/Estimate:	321 /340 /1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	1		1	300
2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1		1	400
3	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1		1	725
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1		1	2000
5	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1		1	1000
6	M-F 7a Today Show ...F..	02	1200	30 Comme	Nbr of Spots	1		1	1200
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1		1	950
8	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots		1	1	350
9	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	Nbr of Spots		1	1	800
Weekly Totals: Total Spots(Ord Spots)						34	8	42	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	45825	Campaign Ref:	E:120821101
Buyer:		Client/Product/Estimate:	321 /340 /1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 5p News	02	1500	30		1	1	1500
11	M-F 530a News	02	450	30		1	1	450
12	M-F 6a News	02	1250	30		1	1	1250
13	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	5000
14	M-F 7a Today Show	02	1400	30		1	1	1400
15	M-F 730p Entertainment Tonight	02	1500	30		1	1	1500
16	Sat 9a News	02	500	30	1		1	500
17	Sun 9a News	02	450	30	1		1	450
18	M-Su 11p News	02	1700	30	1		1	1700
19	M-F 12p Today Show III	02	250	30	1		1	250
20	M-F 3p Doctors	03	450	30	1		1	450
Weekly Totals:					Total Spots(Ord Spots)	34	8	42

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 45825	Campaign Ref: E:120821101
Buyer: ..	Client/Product/Estimate: 321 /340 /1563	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06278094
Est./PO Number: 06278094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 530a News ...T...	02	450	30 Comme	1		1	450
22	M-F 530p News ...T...	02	1250	30 Comme	1		1	1250
23	M-F 6a News ...T...	02	1000	30 Comme	1		1	1000
24	M-F 630p ET / 530p CT NBC Nightly News ...T...	02	4500	30 Comme	1		1	4500
25	M-F 9a Today Show II ...T...	02	950	30 Comme	1		1	950
26	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	675	30 Comme	1		1	675
27	M-F 3p Doctors ...T....	03	450	30 Comme	1		1	450
28	M-F 4p Dr Oz ...T....	03	725	30 Comme	1		1	725
29	M-F 530a News ...T....	02	450	30 Comme	1		1	450
30	M-F 530p News ...T....	02	1250	30 Comme	1		1	1250
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

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Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 7p News ..T....	02	1300	30 Comme	Nbr of Spots	1	1	1300
32	M-F 7a Today Show ..T....	02	1200	30 Comme	Nbr of Spots	1	1	1200
33	M-F 9a Today Show II ..T....	02	950	30 Comme	Nbr of Spots	1	1	950
34	M-F 10a News ..W....	01	350	30 Comme	Nbr of Spots	1	1	350
35	M-Su 11p News ..W....	02	1700	30 Comme	Nbr of Spots	1	1	1700
36	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
37	M-F 12p Today Show III ..W....	02	250	30 Comme	Nbr of Spots	1	1	250
38	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
39	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
40	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots	1	1	1000
41	M-F 7a Today Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

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Washington DC 20003

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Submission Number 745 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 45825	Campaign Ref: E:120821101
Buyer: ..	Client/Product/Estimate: 321 /340 /1563	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06278094
Est./PO Number: 06278094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
42	M-F 730p Entertainment Tonight ..W....	02	1300	30 Comme	1		1	1300
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

Grand Totals				Month 10 Weeks: 4			
Totals		10/01		10/08			
Spots	42		34				8
Cost	45825		33575				12250

Grand Totals:	Spots: 42
	Gross Total: 45,825.00
	Commission: 6,873.75
	Net Total: 38,951.25



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21725
Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Priorities Usa Action/ Issue
PROD: Priorities Usa Actio

2012
INVOICE DATE 10/28/12 E:120821101
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033225
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/28/12
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 321 /340 /1563
Desc: 06278094

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH	M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 1237a ET / 1137p CT Late N						*WFLA			
300.00	1	1	10/05 FR 01:20A	30	PRATV1219	:30 Commercial	300.00		
M-F 2p Rachael Ray						*WFLA			
400.00	2	1	10/05 FR 02:58P	30	USATV02	:30 Commercial	400.00		
M-F 4p Dr Oz						*WFLA			
725.00	3	1	10/05 FR 04:56P	30	PRATV1219	:30 Commercial	725.00		
M-F 6p News						*WFLA			
2000.00	4	1	10/05 FR 06:10P	30	USATV02	:30 Commercial	2000.00		
M-F 6a News						*WFLA			
1000.00	5	1	10/05 FR 06:40A	30	PRATV1219	:30 Commercial	1000.00		
M-F 7a Today Show						*WFLA			
1200.00	6	1	10/05 FR 08:35A	30	USATV02	:30 Commercial	1200.00		
M-F 9a Today Show II						*WFLA			
950.00	7	1	10/05 FR 09:59A	30	PRATV1219	:30 Commercial	950.00		
M-F 10a News						*WFLA			
350.00	8	1	10/08 MO 10:09A	30	PRATV1219	:30 Commercial	350.00		
M-F 1135p ET / 1035p CT Tonigh						*WFLA			
800.00	9	1	10/08 MO 12:31A	30	PRATV1219	:30 Commercial	800.00		
M-F 5p News						*WFLA			
1500.00	10	1	10/08 MO 05:28P	30	PRATV1219	:30 Commercial	1500.00		
M-F 530a News						*WFLA			
450.00	11	1	10/08 MO 05:53A	30	PRATV1219	:30 Commercial	450.00		
M-F 6a News						*WFLA			
1250.00	12	1	10/08 MO 06:58A	30	PRATV1219	:30 Commercial	1250.00		
M-F 630p ET / 530p CT NBC Nigh						*WFLA			
5000.00	13	1	10/08 MO 06:59P	30	PRATV1219	:30 Commercial	5000.00		
M-F 7a Today Show						*WFLA			
1400.00	14	1	10/08 MO 08:47A	30	PRATV1219	:30 Commercial	1400.00		

*** Continued ***

PERIOD COST	45,825.00	42 Total Units			
		ACTUAL GROSS BILLING	45,825.00	Debits	.00
		AGENCY COMMISSION	6,873.75	Credits	.00
		NET DUE	38,951.25	SUB-TOTALS	.00
				TOTAL RECONCILING	.00

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER: Priorities Usa Action/ Issue
PRODUCT: Priorities Usa Actio

INVOICE NUMBER 0100033225
BROADCAST MONTH 10/01/2012 - 10/28/12
AMOUNT DUE 38,951.25

REMIT TO:

*00207

000021725
Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000021725 00000100033225 003895125 0



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21725
Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Priorities Usa Action/ Issue
PROD: Priorities Usa Actio

2012
INVOICE DATE 10/28/12 E:120821101
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033225
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 321 /340 /1563
Desc: 06278094

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
M-F 730p Entertainment Tonight	1500.00	15 1	10/08 MO 07:55P	30 PRATV1219 :30 Commercial	1500.00
Sat 9a News	500.00	16 1	10/06 SA 09:59A	30 PRATV1219 :30 Commercial	500.00
Sun 9a News	450.00	17 1	10/07 SU 09:47A	30 PRATV1219 :30 Commercial	450.00
M-Su 11p News	1700.00	18 1	10/04 TH 11:24P	30 USATV02 :30 Commercial	1700.00
M-F 12p Today Show III	250.00	19 1	10/04 TH 12:29P	30 USATV02 :30 Commercial	250.00
M-F 3p Doctors	450.00	20 1	10/04 TH 03:14P	30 PRATV1219 :30 Commercial	450.00
M-F 530a News	450.00	21 1	10/04 TH 05:59A	30 PRATV1219 :30 Commercial	450.00
M-F 530p News	1250.00	22 1	10/04 TH 05:41P	30 USATV02 :30 Commercial	1250.00
M-F 6a News	1000.00	23 1	10/04 TH 06:21A	30 USATV02 :30 Commercial	1000.00
M-F 630p ET / 530p CT NBC Nigh	4500.00	24 1	10/04 TH 06:59P	30 PRATV1219 :30 Commercial	4500.00
M-F 9a Today Show II	950.00	25 1	10/04 TH 09:56A	30 PRATV1219 :30 Commercial	950.00
M-F 1135p ET / 1035p CT Tonigh	675.00	26 1	10/02 TU 12:30A	30 PRATV1219 :30 Commercial	675.00
M-F 3p Doctors	450.00	27 1	10/02 TU 03:26P	30 PRATV1219 :30 Commercial	450.00
M-F 4p Dr Oz	725.00	28 1	10/02 TU 04:55P	30 USATV02 :30 Commercial	725.00
M-F 530a News	450.00	29 1	10/02 TU 05:57A	30 USATV02 :30 Commercial	450.00
M-F 530p News	1250.00	30 1	10/02 TU 05:56P	30 PRATV1219 :30 Commercial	1250.00
M-F 7p News	1300.00	31 1	10/02 TU 07:10P	30 USATV02 :30 Commercial	1300.00
M-F 7a Today Show	1200.00	32 1	10/02 TU 08:56A	30 PRATV1219 :30 Commercial	1200.00
M-F 9a Today Show II	950.00	33 1	10/02 TU 09:59A	30 USATV02 :30 Commercial	950.00
M-F 10a News	350.00	34 1	10/03 WE 10:29A	30 USATV02 :30 Commercial	350.00
M-Su 11p News	1700.00	35 1	10/03 WE 11:31P	30 PRATV1219 :30 Commercial	1700.00
M-F 1237a ET / 1137p CT Late N	300.00	36 1	10/03 WE 01:26A	30 USATV02 :30 Commercial	300.00
M-F 12p Today Show III	250.00	37 1	10/03 WE 12:28P	30 PRATV1219 :30 Commercial	250.00
M-F 2p Rachael Ray					

*** Continued ***

PERIOD COST	45,825.00	42 Total Units		Debits	.00
		ACTUAL GROSS BILLING	45,825.00	Credits	.00
		AGENCY COMMISSION	6,873.75	TOTAL RECONCILING	.00
		NET DUE	38,951.25		

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2012
INVOICE DATE 10/28/12 E:120821101
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033225
PAGE 3 BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 321 /340 /1563
Desc: 06278094

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 6p News	400.00	38	1	10/03	WE	02:13P	30 USATV02	400.00	
						*WFLA	:30 Commercial		
M-F 6a News	2000.00	39	1	10/03	WE	06:12P	30 PRATV1219	2000.00	
						*WFLA	:30 Commercial		
M-F 7a Today Show	1000.00	40	1	10/03	WE	06:42A	30 USATV02	1000.00	
						*WFLA	:30 Commercial		
M-F 730p Entertainment Tonight	1200.00	41	1	10/03	WE	08:56A	30 PRATV1219	1200.00	
						*WFLA	:30 Commercial		
M-F 730p Entertainment Tonight	1300.00	42	1	10/03	WE	07:54P	30 USATV02	1300.00	
Total Airtime Gross Spot Revenue:				45,825.00					

PERIOD COST 45,825.00

42 Total Units
ACTUAL GROSS BILLING 45,825.00
AGENCY COMMISSION 6,873.75
NET DUE 38,951.25

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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